

Quarterly Report

Q1 2015



Experience Grants Pass

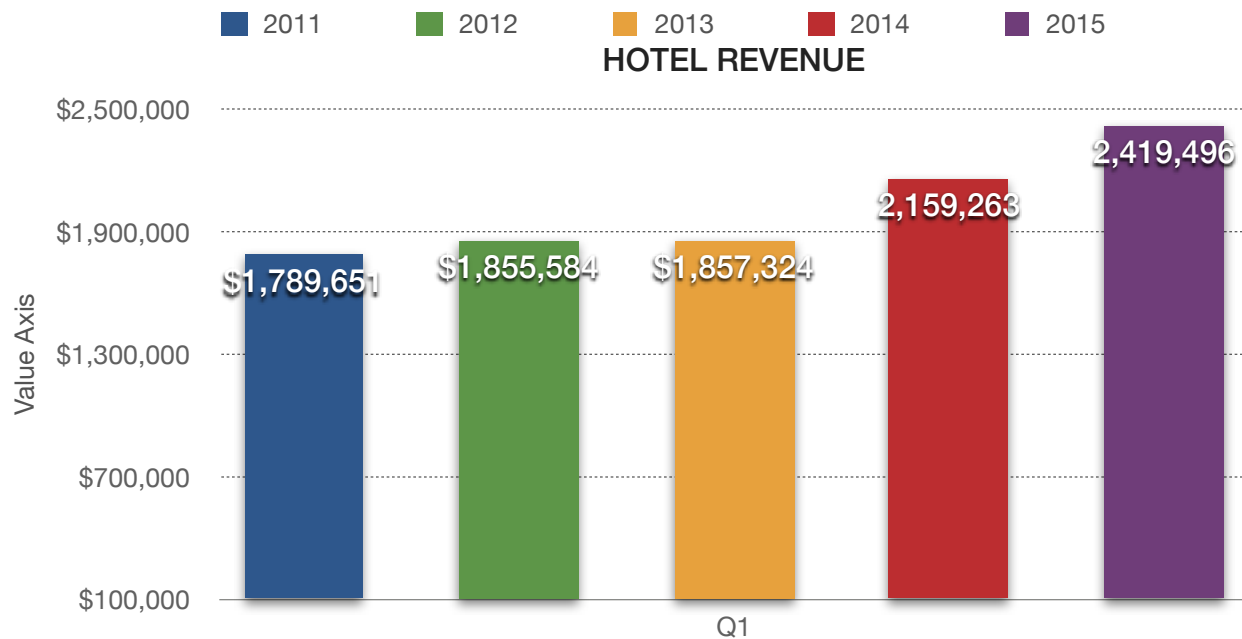


GRANTS PASS TOURISM

Executive Summary

During the first quarter of 2015 the primary focus of Experience Grants Pass was the City of Grants Pass Branding Project, and the development of the new brand strategy. Both will be presented to the City Council at the end of May 2015.

The first quarter of each year is historical the slowest for tourism revenues. This year is off to a strong start with hotel revenues up 11.4 percent from the same quarter of the year prior. As a whole this is good, Hotel bookings were up 3% to a 39% occupancy of all available rooms for this quarter. This increase can be attributed to increased room rates and demand.



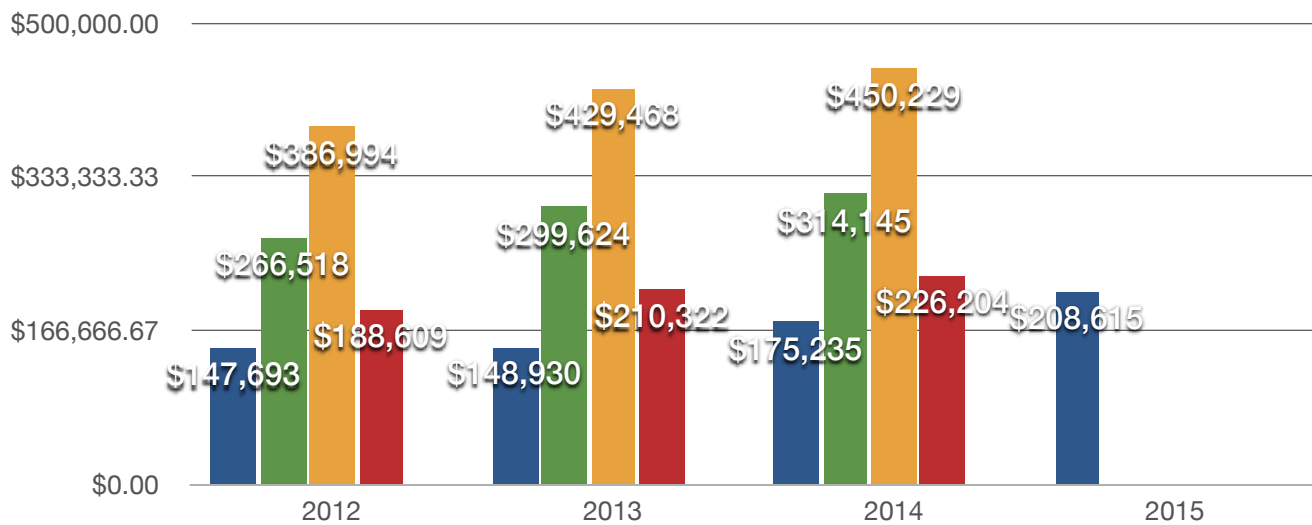
GRANTS PASS TOURISM

Transient Room Tax

Period Covered	Net Reported*	Yearly Change	Average Daily Rate	Tax Rate
January 1, 2012 to March 31, 2012	\$147,693.00	6.11%	\$62.28	9%
April 1, 2012 to June 30, 2012	\$266,518.00	7.71%	\$74.53	9%
July 1, 2012 to September 30, 2012	\$386,994.55	0.64%	\$80.81	9%
October 1, 2012 to December 31, 2012	\$188,609.18	9.88%	\$64.85	9%
January 1, 2013 to March 31, 2013	\$148,930.13	0.84%	\$62.49	9%
April 1, 2013 to June 30, 2013	\$299,624.18	12.42%	\$74.51	9%
July 1, 2013 to September 30, 2013	\$429,468.54	10.98%	\$81.51	9%
October 1, 2013 to December 31, 2013	\$210,322.00	11.51%	\$68.85	9%
January 1, 2014 to March 31, 2014	\$175,235.93	17.66%	\$65.52	9%
April 1, 2014 to June 30, 2014	\$314,145.58	4.85%	\$78.23	9%
July 1, 2014 to September 30, 2014	\$450,229.84	4.83%	\$83.36	9%
October 1, 2014 to December 31, 2014	\$226,204.53	7.55%	\$68.09	9%
January 1, 2014 to March 31, 2014	\$208,615.41	19.05%	\$66.17	9%

■ Q1 ■ Q2 ■ Q3 ■ Q4 ■ Untitled 1

REPORTED TAX REVENUES



January 2015 Activity Highlights

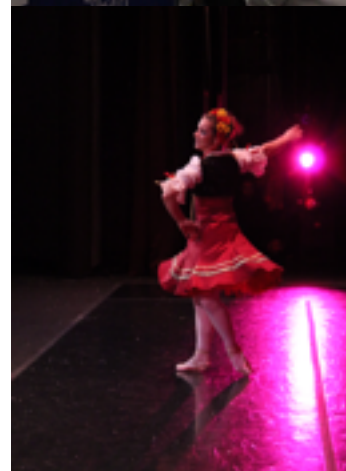
Tourism Marketing & Promotion

- City Goal Setting Meetings
- Ongoing branding interviews / surveys
- Work with Hospitality Group - meeting
- New website preliminary site hierarchy
- Art Along the Rogue kickoff meeting
- COPA Meeting
- Kiwanis Club meeting
- Meetings with Chamber and Economic Development
- Meeting / Negotiations about acquiring First Friday
- Meeting with Asante Leadership Group
- Meeting with Museum of Art
- Meeting with Hellgate - FAM discussions
- City Radio Show on KAJO
- Newsletter article for Chamber Newsletter
- Downtown newsletter
- On-going database development of tourism itineraries, features and offerings for new websites
- On-going - Experience Grants Pass Facebook
- On-going - Updates to visitgrantspass.org website

Downtown Services

- On-going collection of city data; recreation & services
- Daily operations of Downtown Welcome Center

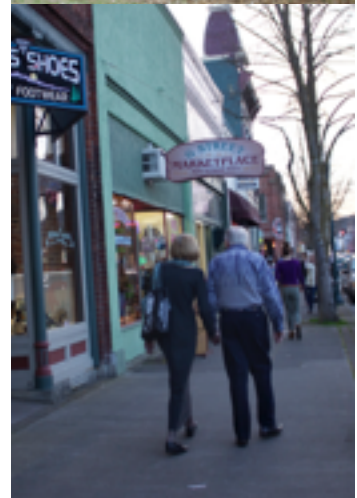
Open 40 hours per week
273 walk-in visitors
38 telephone calls
47 direct business contacts (AATR)



February 2015 Activity Highlights

Tourism Marketing & Promotion

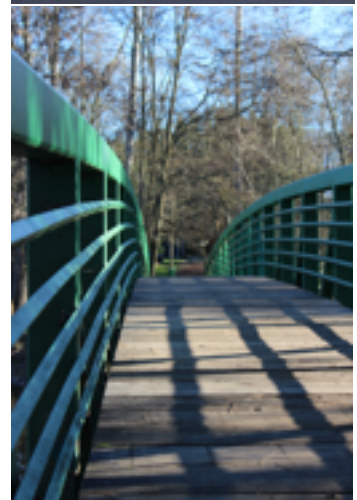
- Ongoing branding project management
- Branding surveys
- Branding - held public meeting
- Branding Steering Committee meetings
- Parking Task force Meetings
- Scenic Bikeways Project
- SOVA Board Meeting
- Grants Pass Hospitality Group meeting
- Monthly Chamber newsletter article
- Daily operation of Facebook & Instagram accounts
- Website updates & new website development
- Branding meetings with youth at GPHS
- Ongoing database development
- Meeting with vendors - merchant credit card statistics
- Branding design meetings with artists
- Downtown merchant meetings x2 - First Friday Live
- Permits and preparations for First Friday Live
- Contact and coordinating street performers for FFL
- Experience Grants Pass Facebook page



Downtown Services

- Parking Task Force follow-ups
- On-going collection of city data; recreation & services
- Daily operations of Downtown Welcome Center

Open 40 hours per week
143 walk-in visitors
56 telephone calls
61 direct business contacts



March 2015 Activity Highlights

Tourism Marketing & Promotion

- Ongoing branding - wrap up surveys
- First Friday Live
- Branding statistic conclusions
- Initial brand strategy formatting
- Brand designs -working with artists
- Tourism hospitality training development with Chamber
- Scenic Bikeways application project
 - Meetings with, ODOT, JOCO, BLM & Jackson County
 - Ashland - Bikeways State meeting
- Present Parking Task Force finding to City Council
- Profile Magazine articles and photos
- Grants Passport website development
- Sunset co-op ad with Hellgate
- Rogue Allure content development
- Downtown newsletter, publish & distribute
- Art Along the Rogue committee meeting
- FAM - Delta Airlines China - writers and travel bookers
- FAM - Chinese Fijian Provence officials guests - 2 days
- SOVA Board meeting
- Travel Southern Oregon Symposium
- Historic Sites Commission - Historic District Boundary
- Updates to Experience Grants Pass website
- Daily Facebook update
- Daily Instagram updates

Downtown Services/Welcome Center

- Daily operations of Downtown Welcome Center
- Merchant coordination for FFL
- Updates to Experience Grants Pass website

Open 40 hours per week
343 walk-in visitors
49 telephone calls
87 direct business contacts



GRANTS PASS TOURISM

www.visitgrantspass.org

In Q1 of 2015, the City's tourism has been maintained and fully operational. The site will be replaced in the second quarter of 2015, thus our efforts have been focused on maintenance and keeping it current, but not updating. In November the new City municipal site went online, which caused a brief downtime for the Tourism site. It was discovered the cross integration of the two sites was much greater than anticipated. After a brief downtime, the tourism site was restored and completely independent. In making the tourism site independent, statistics monitoring would not be possible, so we have no internal statistics of the current site.

In lieu of internally generated statistics, we've gathered "net" generated statistics to gather another perspective and insight from rating services: Semrush and Alexa.

Semrush

Organic search traffic / visits: 5,043 average

Alexa

Bounce rate: 29.07% -36.0%

Daily page views per visitor: 3.50 +40%

Daily time on site; 2:17 mins

Which site do people visit immediately before this site: google.com 45.2%

Sites linked in directly:

wikipedia.org en.wikipedia.org/wiki/Grants_Pass,_Oregon

usatoday.com; traveltips.usatoday.com/fun-family-thi...

city-data.com city-data.com/forum/oregon/139302-gran....

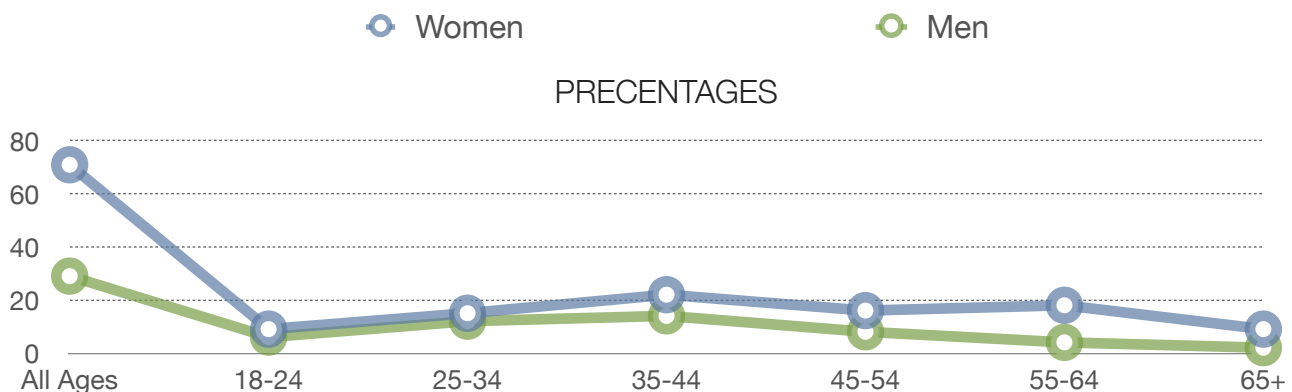
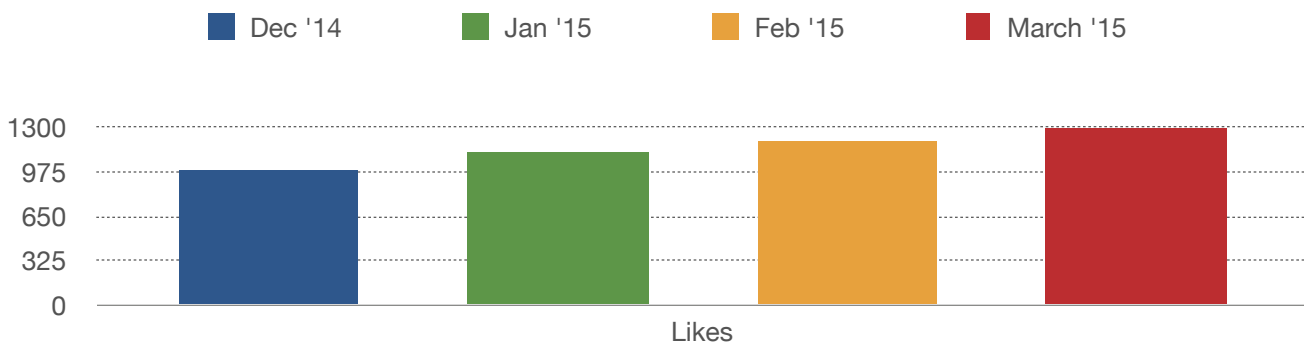
examiner.com examiner.com/article/swinging-bridge-o...

oregonlive.com oregonlive.com/travel/index.ssf/2013/0...

GRANTS PASS TOURISM

Facebook

Our Facebook page continues to be an important part of our digital strategy during this time of website transition. Our goal is to build a strong online community and build a platform for positive messaging. This platform is a great base for immediate contact and for continued image building. We experienced a constant and steady growth in our reach during Q1 2015.



Instagram

Launched in October with a quick start, the account's "new followers" has slowed down. We have good activity and the account is known for great picture of Grants Pass. This Instagram account is important to our overall strategy and will be integrated into the new tourism website which will launch by the first of June. Followers at the end of March 2015 - 486.